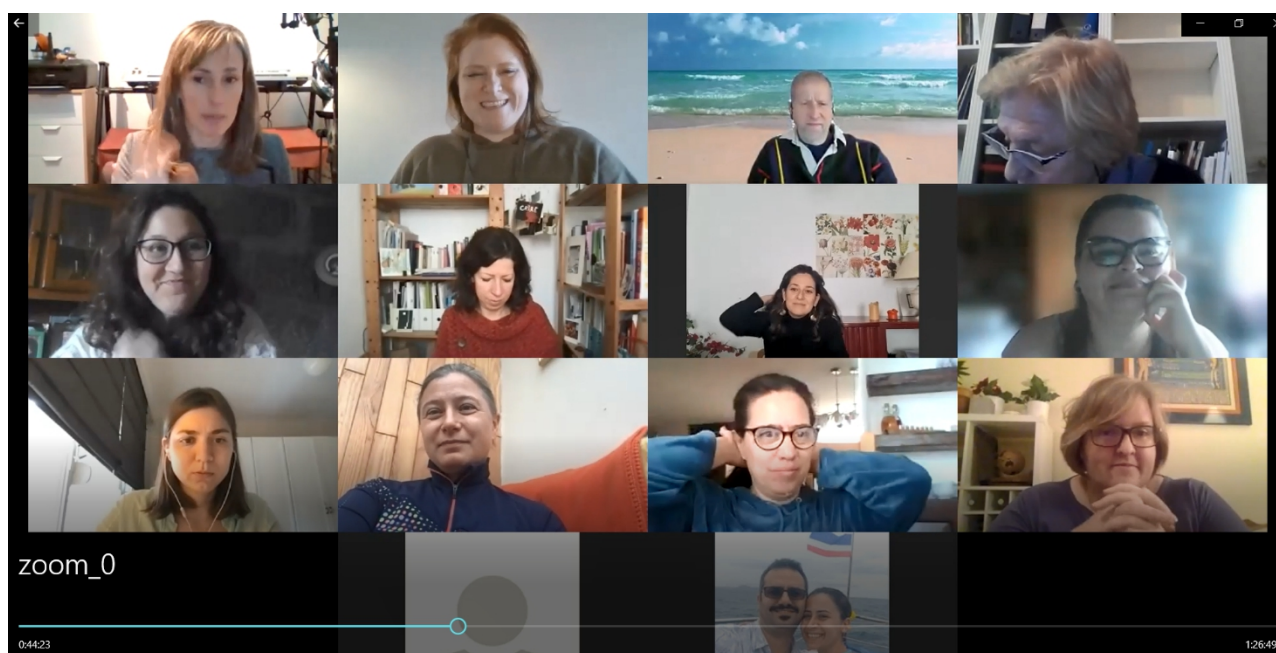


ICOM-CECA Report 2021

WENCKE MADERBACHER

COORDINATOR SPECIAL INTEREST GROUP FOR
PROFESSIONAL DEVELOPMENT OF MUSEUM
EDUCATORS



Contents

Description.....	2
Focus topics of the SIG.....	2
Members.....	2
Activities August 2020 – November 2021.....	3
Learning pills initiative in cooperation with ICOM Belgium.....	7
Communication& collaboration.....	7

Special Interest Group of Museum Educators

Coordinator: Wencke Maderbacher

Description

Founded in May 2020, the aim of the SIG for Professional Development of Museum Educators is to provide a platform for museum education experts to exchange knowledge and ideas on further education for museum professionals, with a view to improve the professional situation of cultural mediators in museums. Museum educators deserve stable contracts and fair payment, as well as acknowledgement of their works and profession inside and outside of the institution.

Focus topics of the SIG

- Trainings & skills for museum educators
- Job description
- Fair contracts & payment for museum educators
- Inclusion & collaboration inside the institutions
- Visibility of our work outside the institution
- Organization & administration of educator teams
- Educators as networkers

Members

79 members (04/11/2021)

- Africa: 1 member
- Asia: 8 members
- Europe: 43 members
- Middle East: 13 members
- North America: 4 members
- South America: 10 members

Board Members participating:

- Wencke Maderbacher (European Coordinator)
- Nelly Abboud (Middle East Coordinator & Social Media)
- Angela Mendes (Web administrator)
- Rosa Maria Hervas (Research Coordinator & NC Spain)
- Zeljka Jelavic (Conference Coordinator & NC Croatia)

National Correspondents participating:

- Eda Göknar (Turkey)
- Rakel Pétursdóttir (Iceland)
- Jenny Siung (Ireland)
- Ani Nazaryan (Armenia)
- Hannah Forssell (Finland)
- Stéphanie Masuy (Belgium)

Activities August 2020 – November 2021

Online meetings

26th September, 2020

21th November, 2020

16th January, 2021

13th March, 2021

7th May, 2021

4th June, 2021

17th September 2021

15th October 2021

12th November 2021

Workshop at Annual CECA Conference in Leuven

28th September, Wencke Maderbacher

32 participants

Discussions and talks around the focus topics of the SIG

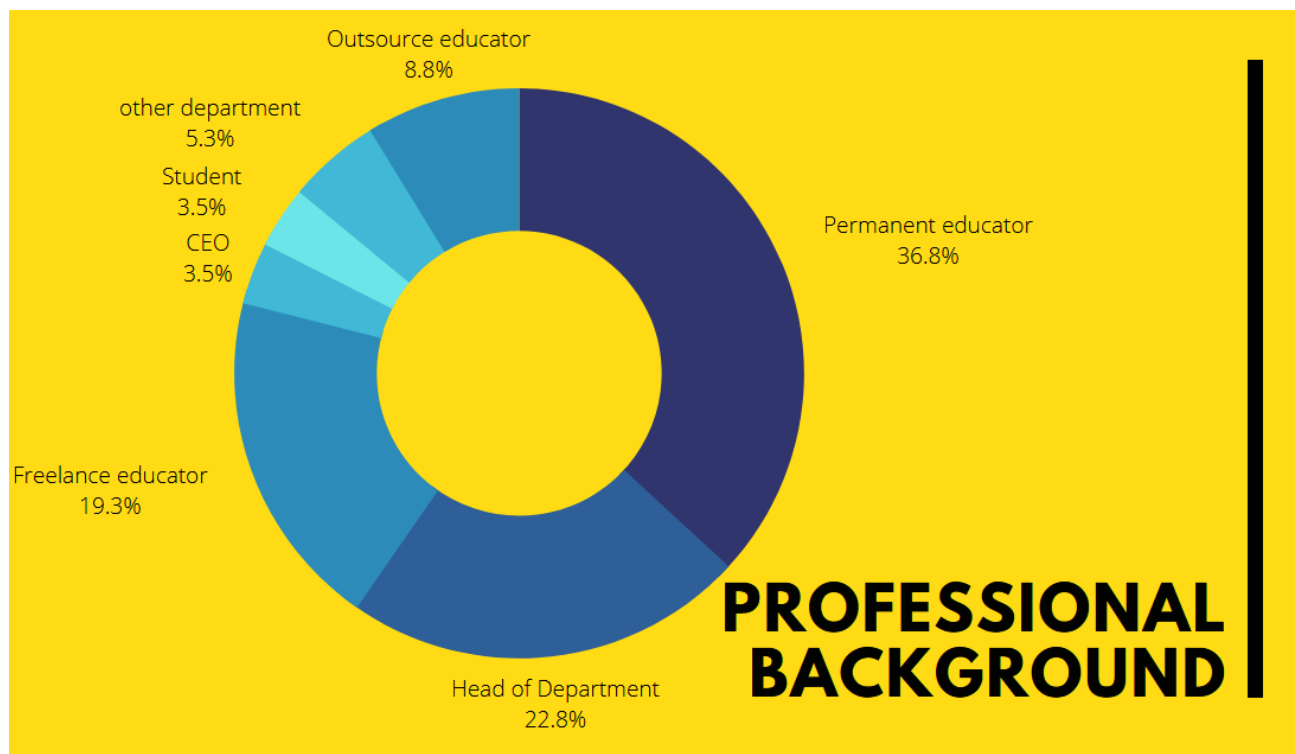


Impressions from the SIG Workshop in Leuven, 28th September, 2021

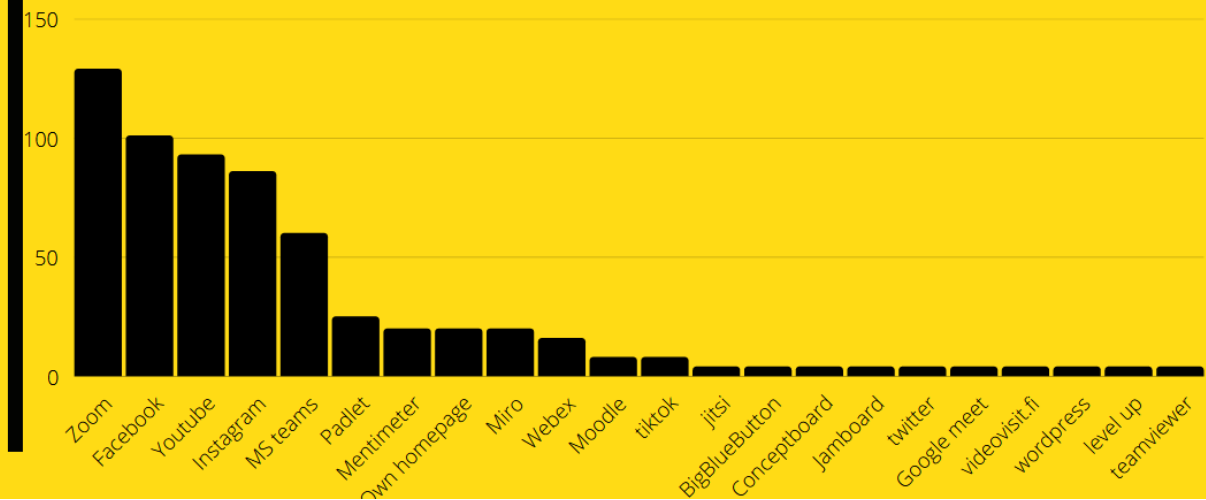


Online surveys

- Covid19 lockdown measurements & the impact to the work of museum educators – 15 answers
- Further education & online tools – 60 answers
- Professional development for museum educators – 6 answers
- SIG participant survey – 8 answers

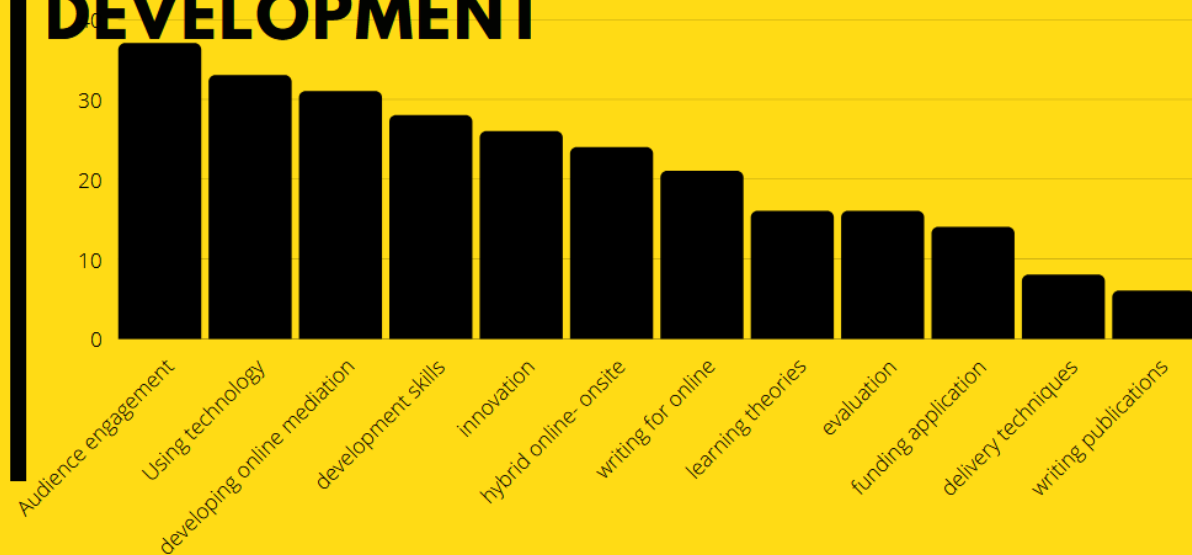


TOOLS USED FOR ONLINE TOURS & PROGRAMS



From Survey « Furthereducation& online tools

CURRENTLY MOST IMPORTANT SKILLS FOR PROFESSIONAL DEVELOPMENT



Learning pills initiative in cooperation with ICOM Belgium

A project supported by ICOM SAREC

Proposed outcome:

Short video tutorials & instructions based on best practice experiences of museum mediation programs

- How can we durably engage virtually the visitor to interact with the museum when it is closed?
- Are the digital mediation tools different in their content from the traditional face-to-face ones and how?
- How can we reach out and interact efficiently with inaccessible audiences digitally?

Mission:

- Empower mediators worldwide through step-by-step tutorial
- Presenting assessments of cost-effective or open-source technologies
- Easily replicable online mediation practices

Communication& collaboration

- Mailing
- WhatsApp Group
- Facebook group & site "ICOM CECA Special Interest Group – Professional Development of Museum Educators"
["https://www.facebook.com/groups/670634543720885"](https://www.facebook.com/groups/670634543720885)
- Padlet:
 - collection of examples for online museum program with focus on audience engagement
 - CECA SIG Professional Development of Museum Educators - Contact Board
- Dropbox-folder